

ABSTRACT OF THE DISCLOSURE

An online trading system for extensively inviting purchasers by showing an article to public online, and concluding a deal fast by putting up the article to an auction after showing it for a predetermined period is provided. The online trading system of the present invention receives and stores submission for sale of an article and information of the article and selects an auction at which the article is to be auctioned. On the other hand, the online trading system shows the information of the article to public via a communicating unit, receives an application for purchase of the article and, if there is no application for purchase within a predetermined period or until a predetermined date and time, puts up the article to the auction selected in advance. According to the present invention, a deal can be concluded fast by showing an article to public online to extensively invite purchasers and putting up the article to an auction after a predetermined period.